



**COLORADO**

Office of Economic Development  
& International Trade

**EMPLOYEE OWNERSHIP SUBCOMMISSION**

**MARKETING - MEETING MINUTES**

**OCTOBER 10, 2019**

Dial In Meeting

**MINUTES**

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Present: Stephanie Gripne; Glenn Plagens; John Kovacs; Jason Wiener; Sandy Shoemaker

- Definition of EO- where draw the line? What % is enough to qualify as an EO firm. Discussion
- Journey mapping of customer experience, explore. Discussion
- Steps to EO deal
  - Awareness
  - Research
  - Explorations
  - 1<sup>st</sup> contact with a professional
  - 1<sup>st</sup> conversation
  - Technical experts involvement
  - Parties agree
- Agree to flesh out framework more.

